

## **CHAPTER 22**

# **ARTS, CULTURE & ENTERTAINMENT**



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The purpose of this Chapter is to establish the need for an Arts, Culture & Entertainment District in Downtown Riverside and provide implementation strategies to enhance arts and culture in Downtown in coordination with its revitalization. This Chapter is organized as follows:

- 22.1 Vision for Arts, Culture & Entertainment
- 22.2 Key Cultural and Art Facilities and Programs
- 22.3 Downtown Revitalization Through the Arts
- 22.4 Issues Summary
- 22.5 Goals for Arts, Culture & Entertainment
- 22.6 Arts, Culture & Entertainment District
- 22.7 Implementation Strategies

## **22.1 VISION FOR ARTS, CULTURE & ENTERTAINMENT**

Chapter 3 of this Specific Plan describes the community's Vision for Downtown Riverside as the Cultural, Arts, Retailing and Entertainment Center for the City of Riverside and the Inland Empire. Arts and culture are recognized as key ingredients in the quality of life in Downtown Riverside. This Vision for the Downtown Specific Plan area is further supported by the following vision statement prepared by the Mayor and key cultural, art and business leaders in the summer of 2001:

*“Downtown Riverside is a renowned center for arts, culture, entertainment and related education programs. It is recognized not only for the quality of its cultural life, but also for the economic benefits that result from the concentration of arts in the City. Arts, culture, arts education and entertainment are the new paradigm for a vibrant, dynamic Downtown that is a destination for all Riversiders, for residents from surrounding communities, and for visitors across the State, the nation and the world. The Downtown, anchored by the historic Mission Inn and shaped by an eclectic, unique architecture, wonderfully aesthetic historic and new buildings, and a welcoming, inspiring landscape, is a cultural district filled with world class museums, a fine public library, a school for the arts and other arts programs, inviting performance spaces, studios, resident artists, traditional and cutting edge entertainment, a diverse mix of quality restaurants and sidewalk cafes, and unique shops. Downtown Riverside is the heart, soul and spirit of the community. It is the place everyone wants to be.”*

This Chapter of the Downtown Specific Plan was prepared as a means to help implement the above Vision.

## **22.2 KEY CULTURAL AND ARTS FACILITIES, ORGANIZATIONS AND PROGRAMS**

Downtown Riverside is home to a wide range of cultural and art resources in a setting of world class architecture and significant historic buildings and elements. While the focus of this chapter is on the “arts” (including art cultural, and entertainment activities), the importance of Downtown’s physical historic setting cannot be overemphasized. The older buildings of Downtown form a fabric consisting of a wide range of buildings that anchor the Downtown in time and define its physical uniqueness in relation to other cities. The components of this fabric consist of a wide array of buildings, both small and large, impressive and seemingly ordinary. It is the combination of Riverside’s setting and its arts programs that provide a synergy in which arts are able to thrive.

Downtown’s cultural and art facilities contain diverse, rich collections and high quality visual and performing arts that offer interest to local, regional, national and international audiences. Its assets include the acclaimed watercolor collection at the Riverside Art Museum, the internationally recognized Keystone-Mast photographic collection at the California Museum of Photography, the art history collection at the Riverside Public Library, the performances of the Inland Empire Philharmonic, the events at the historic Municipal Auditorium, and much more. These and other programs help make Riverside a well established cultural center that is regionally recognized as a destination within the Inland Empire. There is also a thriving community of local artists who are continually looking to expand their audience and share their work.

Downtown is also on the verge of significantly increasing its cultural and arts foundation with the planning of several new facilities and programs, and the restoration of historic buildings. For example, the restoration of the Fox Theater to its former glory has been recognized and is currently underway. Riverside Community College, in partnership with UC Riverside and Riverside Office of Education, is establishing a School for the Arts in the Downtown. Also, UC Riverside is planning to adaptively reuse the historic Rouse Building as a graduate center for the arts with studios, classes, and performances. These programs could bring thousands of students, faculty, staff, residents and visitors to the Downtown.

The major Downtown art and cultural facilities, including current and planned programs and facilities are summarized below. This list is not intended to be comprehensive, but includes the major institutions and organizations that contribute to Downtown Riverside’s unique environment of quality cultural and art resources. Figure 22A identifies the locations of these facilities in Downtown.

### **Fox Theater**

Location:

3801 Mission Inn Avenue

Hours of Operation:

Hours will be daytime, evenings and weekends.  
Currently under restoration.





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Current Programs/Facilities:  
Currently under restoration.

Planned Programs/Facilities:  
1,500 seat theater for cinema (art house movies) and live musical and theatrical performances (has fly tower for staging); 6,000 SF retail space; 10,000 SF office space to lease.

### **Mission Inn Museum**

Location:  
3696 Main Street

Hours of Operation:  
Monday - Sunday 9:30 am - 4 pm.

Current Programs/Facilities:  
Museum has artifacts from around the world as assembled by Frank Miller, founder of the Mission Inn. Its collections also document the history on the Mission Inn and the life of Miller. The museum also offers daily tours of the historic Mission Inn and provides educational opportunities through rotating exhibits.

Planned Programs/Facilities:  
Unknown - not interviewed.



### **Riverside Municipal Auditorium**

Location:  
3485 Mission Inn Avenue

Hours of Operation:  
Daytime, evening and weekend events.

Current Programs/Facilities:  
Facility seats 1,750 with 892 permanent seats and 858 removable seats on the main floor; full service bar; Ticketmaster box office. The auditorium hosts diversified events, including concerts, plays, and events with dining and dancing. The facility is home to the Inland Empire Philharmonic and Riverside Ballet. UCR frequently uses the facility.

Planned Programs/Facilities:  
Is working to attract all ages to the Auditorium. Plans to bring more diversified events to Riverside, including national-level events.



**Riverside Arts Council**Location:

3485 Mission Inn Avenue

Hours of Operation:

Monday - Friday 8 - 5 pm

Description of Organization:

Originally established in 1974 as an arts advisory commission for the City of Riverside, the Riverside

Arts Council became a non-profit agency in 1978 and has continued its partnership with the City as the central source for performing and visual arts services, education programs, advocacy and information. The mission of the Arts Council is to promote artistic diversity and cultural vitality of the Riverside community through arts programming, technical assistance, grant making, outreach and arts education projects in schools.

Current Programs/Facilities:

Coordinates rotating art exhibits featuring local professional and student artists at City Hall and other public buildings; facilitates Downtown Museum Consortium and other collaborative arts program activities; produces calendar of arts events; presents "Sky's the Limit", which brings artists and quality arts education programming to schools and communities. Annual events include CSSSA Student Arts Scholars Recognition, and the Mayor's Costume Ball for the Arts, the chief fundraiser for the Arts Council's grant making program.

Planned Programs/Facilities:

Continued outreach to arts organizations; expanded community partnerships; would like to attract more cultural events, festivals and community-wide arts activities.

**Inland Empire Philharmonic**Location:

3485 Mission Inn Avenue

Hours of Operation:

Office hours from 8 am - 5 pm

Concerts performed at various times.

Current Programs/Facilities:

Subscription-series concerts are performed in Riverside and Ontario. Outreach concerts and rehearsals for school students are conducted at various locations around the region, including school sites. The Philharmonic visits school sites to present other music educational activities, too. The orchestra performs community concerts at various locations in the region, including many free concerts.

Planned Programs/Facilities:

demographic audience.

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## Riverside Municipal Museum

### Location:

3580 Mission Inn Avenue

### Hours of Operation:

Tuesday - Friday 9am - 5 pm;

Saturday from 10 am - 5 pm; Sunday from 11 am - 5 pm.

### Current Programs/Facilities:

This 75-year old museum features the natural and cultural history of the Riverside region. The Museum is currently developing “Focus on Kidz”, a children’s program to replace a former Downtown Riverside children’s museum. The Museum also runs the Heritage House, which addresses the citrus history in Riverside from 1890 - 1900. Annual events hosted by the Municipal Museum include the Multi-Cultural Festival, Independence Day Ice Cream Social, and Christmas Open House. It also co-hosts programs with both UCR and RCC and participates in the “First Sundays” program of family oriented cultural events.

### Planned Programs/Facilities:

The Museum plans to expand its current facility to house more of its collection. The expanded facility would focus on the modern history of Riverside (1870 to present).



## Riverside Art Museum

### Location:

3425 Mission Inn Avenue

### Hours of Operation:

Monday - Saturday 10 am - 4 pm.

### Current Programs/Facilities:

Its exhibit focus is graphic arts and works on paper by historically important international and national artists while also supporting regional California and emerging artists. The Museum attracts some 40,000 visitors per year; offers numerous educational outreach programs, including First Sundays and an Art Partners program that offers guided tours and art activities for school children and other community youth groups. The facility is often leased for meetings, receptions, and private events.

### Planned Programs/Facilities:

The Museum plans to offer visual art education programs at selected school sites. There is a need for a conservation assessment to renovate the façade of the historically designated Julia Morgan building. There are plans to do an oral history to record the building’s history as a YWCA.



**University of California at Riverside (UCR)**Location:

900 University Avenue

Hours of Operation:

N/A

Current Programs/Facilities:

On-campus facilities include the new Arts Building with classroom and office space, the University Theater (496 seats with a proscenium stage), University Village Theaters, and Sweeney Art Gallery. Off-campus facilities include the California Museum of Photography.

Planned Programs/Facilities:

UCR plans to use the Rouse Building on Main Street near Ninth Street for fine arts faculty and programs. Plans also include live/work spaces for visiting artists and teachers. A 200-500 seat auditorium is planned for Phase II. UCR's Long-Range Development Plan calls for 1,100-seat performing arts complex on campus.

**California Riverside Ballet**Location:

3840 Lemon Street, Aurea Vista Hotel

Hours of Operation:

Monday - Friday 2:30 pm - 8:30 pm;

Saturday from 10 am - 6 pm

Current Programs/Facilities:

This non-profit ballet company presents the finest in classical and contemporary ballet. Community outreach and performances educate and provide artistic experience to dancers and patrons alike. The ballet cultivates awareness of this traditional art expression to benefit the community and the Arts. California Riverside Ballet and its official school, Riverside Ballet Arts, have a history of developing major ballet stars around the globe.



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## Riverside Community Arts Association

Location:

3870 Lemon Street

Hours of Operation:

Regular business hours.

Current Programs/Facilities:

This non-profit organization offers a place where local artists can meet, work, learn and share their work with the public. It also hosts many exhibits at the Art Center. Its special programming includes artist lectures, demonstrations, and workshops, as well as programs in local schools, libraries, and community centers. It currently has 70 artist members.

Planned Programs/Facilities:

It is looking for a larger space for studios and workshops.



## UCR/California Museum of Photography

Location:

3824 Main Street

Hours of Operation:

Tuesday - Sunday 11 am - 5 pm.

Open until 8 pm on Wednesdays for Riverside Wednesday Nights.

Current Programs/Facilities:

Exhibition and educational programs explore photography and related media. The CMP offers adjunct teaching and scholarly research functions through UCR's College of Humanities, Arts and Social Sciences. It has an extensive Permanent Collections Gallery featuring internationally recognized Keystone-Mast Stereographic Collection, the public Internet Gallery, and Digital Studio. It has an extensive web site attracting over 5 million visitors per month. It also is host to community outreach programs.

Planned Programs/Facilities:

The CMP plans an expansion of its collection storage space and museum store into the adjacent Rouse Building. It also plans the addition of a Museum Caf,.



### **Riverside Public Library**

Location:

3581 Mission Inn Avenue

Hours of Operation:

Beginning October 1, 2002

Monday – Thursday 10 a.m. – 9 p.m.,

Friday & Saturday 10 a.m. – 6 p.m.

Sunday 12 noon – 5 p.m.



Current Programs/Facilities:

Established before the incorporation of the City, Riverside Public Library is open more hours and hosts more visitors than any other cultural institution in the downtown. The Library's Cultural Learning Center produces the Author's Event Series that has recently featured California's poet laureate Quince Troupe and Susan Straight, nominee for The National Book Award. The circulating collection of 400,000 items includes music CDs, videotapes, audio-books, DVDs and print volumes. RPL is regionally recognized as a Major Urban Resource Library for its collection of materials on Art and Art History. The Dorothy Daniels Memorial Children's Book Collection is consulted by persons from throughout the country and the Local History Resource Center makes history accessible to walk-in researchers and Internet browsers. An auditorium on the second floor seats 100 persons and is available for use all the hours the building is open. The library also participates in cooperative programming with UCR and RCC and, as part of the Downtown Museums Consortium, presents family story hours on *First Sundays*.

Planned Programs/Facilities:

A major upgrade to the facility is underway. New carpet, ADA accessible desks, refurbished auditorium, and restrooms will be in place by the end of 2002. The library will host exciting new talents in its Spring and Fall Authors Event Series.

### **Riverside Downtown Partnership**

Location:

3666 University Avenue

Hours of Operation:

Monday - Friday 8:30 am - 5 pm

Current Programs/Facilities:

The RDP serves as an advocate for Downtown. It manages the Downtown Mall, Downtown's Business Improvement District (BID). It also organizes the summer Concerts at the Courthouse and works with other organizations to help market and promote their events.



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Planned Programs/Facilities:

The RDP would like to dedicate more time to promoting Downtown.

**Riverside School for the Arts**

Location:

The Riverside School for the Arts is Currently in the planning stages. It will be located in the vicinity of White Park

Hours of Operation:

N/A



Current Programs/Facilities:

Currently in the planning stages, this is a collaborative effort involving UCR, RCC, the Riverside County Office of Education, and others.

Planned Programs/Facilities:

The facility is planned to include classroom space, exhibit space, performance space and a residential component. When fully operational it is planned to have an enrollment of 750 students. Current plans are to open at least one discipline in 2004. The school's programs are expected to be for grades 9-16, including a full liberal arts program with an emphasis on arts education.

**Riverside Community Players**

Location:

4026 14th Street

Hours of Operation:

Office open Monday through Friday, 8 am - noon. Main series plays have evening and matinee performances. Family series plays have evening and matinee performances, plus daytime performances for school children.



Current Programs/Facilities:

This community theater operates its own 194-seat arena facility adjacent to Riverside Community Hospital. It conducts a main series of classic and contemporary plays and a family series of performances directed toward elementary and middle school students. Most on-stage and off-stage personnel are volunteers. RCP has operated continuously since 1925.

Planned Programs/Facilities:

The Community Players plans to rebuild or renovate the current venue, expanding it to 230 seats.

**Riverside Community College (RCC)**

Location:

4800 Magnolia Avenue

Hours of Operation:

N/A

Current Programs/Facilities:

RCC's campus includes Landis Auditorium (1,200 - 1,400 seats.) Landis is used for student productions, Performance Riverside, and Civic Light Opera.

Planned Programs/Facilities:

RCC plans to be a major player in the Riverside School for the Arts (see above).



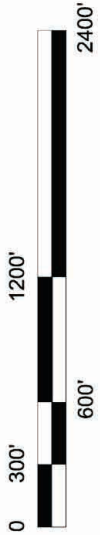
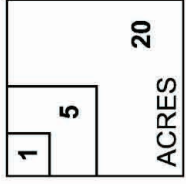




Figure 22A  
Key Cultural and Art  
Facilities and Programs  
Downtown Specific Plan

- 1 Fox Theater
- 2 Mission Inn Museum
- 3 Riverside Municipal Auditorium
- 4 Riverside Arts Council
- 5 Inland Empire Philharmonic
- 6 Riverside Municipal Museum
- 7 Riverside Art Museum
- 8 University of California at Riverside (UCR) (University Theater)
- 9 California Riverside Ballet

- 10 Riverside Community Arts Association
- 11 Riverside Downtown Partnership
- 12 UCR/California Museum of Photography
- 13 Riverside School for the Arts
- 14 Riverside Community Players
- 15 Riverside Community College (Landis Auditorium)
- Potential Parking Structure Locations
- Downtown Specific Plan Boundary
- Riverside Marketplace







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## **22.3 DOWNTOWN REVITALIZATION THROUGH THE ARTS**

As illustrated in Figure 22A, a unique feature of Downtown Riverside that sets it apart from many Southern California cities is its concentration of cultural and arts facilities in a compact, attractive, walkable environment. This concentration of existing and planned arts and cultural facilities is one of the most important aspects of Downtown's identity, and a great potential for its revitalization.

Many cities across the nation use arts and culture as a catalyst to boost their economies and renew their downtowns. Since the 1960s, many cities have approached revitalization of urban areas with the rehabilitation and new construction of cultural and arts facilities. Cultural and art facilities tend to attract more residents, tourists and employees to the area, provide employment opportunities through support services to the arts, expand the tax base, increase property values, enhance the image of the community, and beautify the area. The arts provide measurable benefits in the form of increased businesses, tourism and revenues.

## **22.4 ISSUES SUMMARY**

This Chapter of the Downtown Specific Plan was prepared with input and guidance from the City's ad hoc Cultural Advisory Committee. This Committee is made up of representatives from key arts institutions and organizations in Downtown Riverside.

The role of the Cultural Advisory Committee was to identify issues, opportunities, goals and strategies for arts and culture in Downtown. At the first meeting of the Cultural Advisory Committee, the following primary issues were identified:

- **Downtown Revitalization** - There is a vital need for increased daytime, nighttime, and weekend activity in the Downtown to complement arts facilities and activities, as well as evening cultural events. While there are numerous, quality arts facilities in Downtown, there is a crucial lack of residential, retailing, entertainment and restaurant resources in the Raincross District to complement the arts and cultural opportunities.
- **Marketing and Promotion** - There is currently no comprehensive, coordinated entity that exclusively promotes and markets Downtown's arts organizations. There is a need to package the variety of activities Downtown has to offer. Additionally, there is no communication tool (community calendar, newsletter, website, etc.) that effectively advertises all of the arts events and activities happening in Downtown. As a result, people tend not to know about all the arts resources and activities going on in Riverside.
- **Parking** - There is a need for more convenient parking for the arts facilities in Downtown. Existing public parking structures are few in number and poorly distributed throughout the Raincross District. Key venues, such as the Municipal Auditorium and Fox Theater are particularly in need of convenient, readily available parking in close proximity. In addition, there are perceived issues related safety and convenience with regard to existing parking facilities.

- Existing Transit Facility - While the existing transit center at Mission Inn/University Avenues and Fairmount Boulevard serves an important transportation service to Downtown, it also can be a focal point for social and criminal activity. This is a particular problem for the Fox Theater, which is across Mission Inn Avenue from the transit center. The owner of the Fox reports problems with transients and questionable activities emanating from the transit center. The Police Department is aware of these problems and deals with them on an on-going basis. Other issues related to the transit center include noise, litter, and pollution. Long-term solutions to all of these issues need to be a part of any revitalization of the Fox Theater building and surrounding block.
- Public Shuttle Service - As the intensity of arts uses increases, consideration should be given to a shuttle bus service to link UCR and RCC to the arts institutions, facilities and events in Downtown. It may also prove useful to develop a limited circuit service in and around Downtown. Such a system could provide connectivity for students, residents and visitors to the arts and cultural facilities. In designing a public shuttle bus system, consideration needs to be given to avoiding the negative impacts currently associated with the transit center Downtown.
- Local Art - There is a need for small, experimental, live/work and exhibit/gallery spaces for local artists, as well as a need to keep these spaces affordable to avoid displacement and to continue to attract new artists to Downtown. Local art contributes to the richness and diversity of art and culture in the City.

## **22.5 GOALS FOR ARTS, CULTURE & ENTERTAINMENT**

At the second meeting of the Cultural Advisory Committee, the following goals were established:

- Revitalize Downtown to “fill in” and complete the arts and culture experience with retailing and restaurant activities.
- Make Downtown an active daytime, evening and weekend environment; extend the hours during which Downtown is in use. This is a goal for arts facilities and institutions as well - to extend hours and activities into the evening.
- Attract a local, regional, national and international audience to Downtown Riverside as a distinct cultural destination.
- Expand the audience to a wide range of people by continuing to offer diverse cultural and arts activities and programs.
- Promote, market and package Downtown Riverside and all of its attractions; inform people about what is here.
- Provide additional cultural and arts activities for residents and tourists.

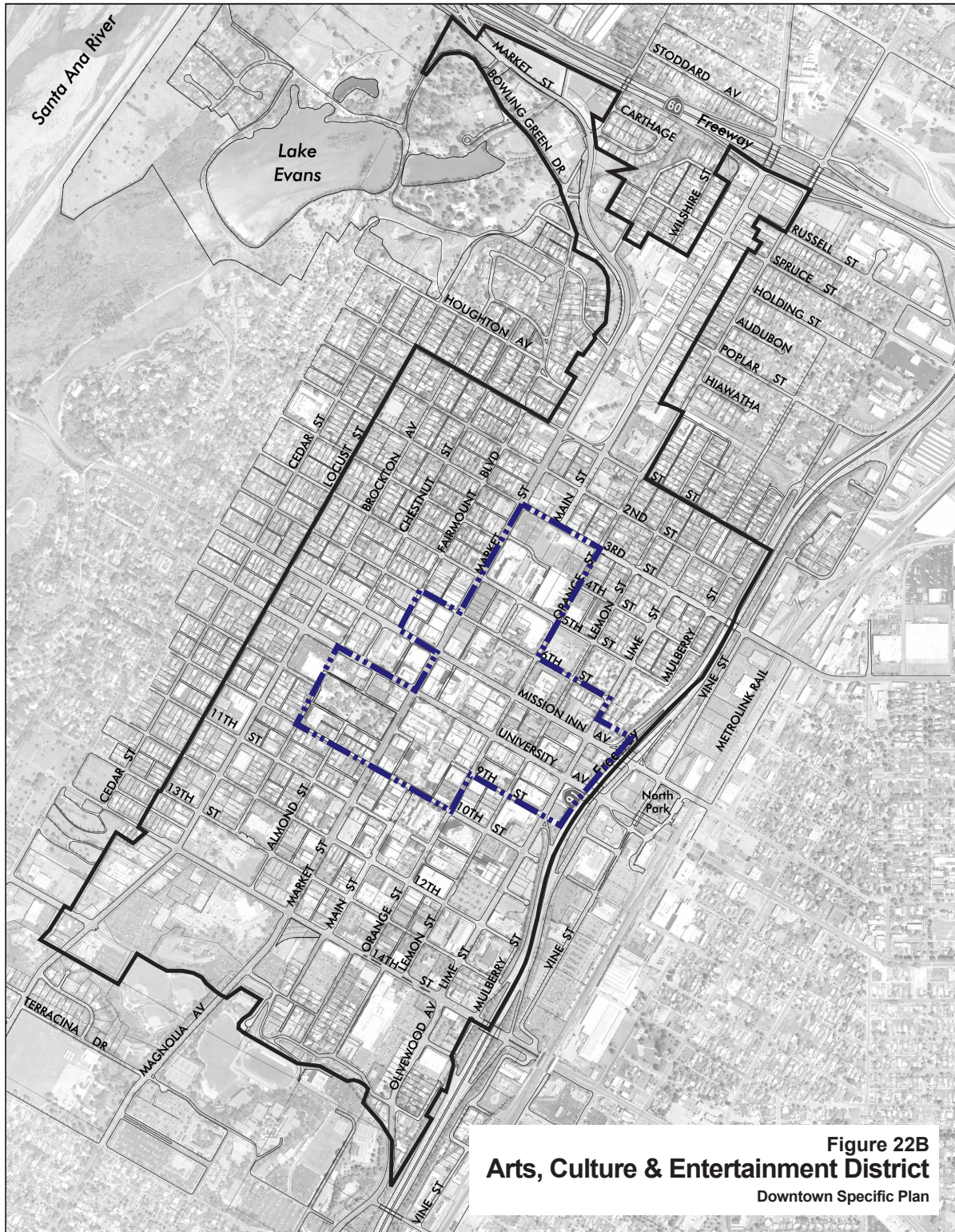
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- Continue to offer an educational and family focus related to the arts. (This has proven to be successful in Riverside as a way of promoting the arts.)
  - Increase coordinated marketing for arts institutions and facilities.
  - Provide additional and/or expanded facilities for arts activities and arts organizations.
  - Maintain current programs of City support for the arts and expand the City's leadership role in support of the arts.
  - Continually increase the quality of collections and programs, as well as attract higher profile traveling programs and events to Riverside.

The implementation strategies described below, in Section 22.7, have been developed to serve as an initial effort to help achieve the goals noted above.

## **22.6 ARTS, CULTURE & ENTERTAINMENT DISTRICT**

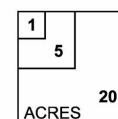
Cultural or arts districts are generally geographically defined areas of a city where a high concentration of cultural facilities, art institutions and related activities are located and complement one another. In addition to cultural and arts facilities, arts districts often contain mixed-use developments that incorporate other uses such as office, retail, entertainment, restaurants and residential. Many arts districts have been created in or near central business districts. A primary motivation behind the establishment of a cultural or arts district is often urban revitalization. As mentioned before, cultural and arts districts are also an important marketing tool for attracting increased business activity, tourists and residents to an area.

Figure 22B establishes the Arts, Culture & Entertainment District. This District is intended to represent the cultural, artistic and entertainment "hub" of Downtown Riverside and the Inland Empire. It incorporates most of the major cultural and art institutions in the City, as well as significant architectural and historic structures. Its boundaries fall, not coincidentally, within the Raincross District, which is the civic, retailing and restaurant center of Downtown and the area of Downtown where mixed-use developments, including live/work units and artist lofts, are proposed. It is located adjacent to the Justice Center, where there is a high concentration of employment and daytime activity. The purposes of establishment of this District are to facilitate the revitalization of Downtown Riverside with arts and culture as the primary catalyst and to strengthen the synergy between existing and proposed arts facilities.



### LEGEND

- ■ ■ Arts, Culture, & Entertainment District
- Specific Plan Area





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## 22.7 IMPLEMENTATION STRATEGIES

While the establishment of the Arts, Culture & Entertainment District is an important step in identifying the City as a place where culture and the arts are renowned and recognized, this District must be part of a package of many strategies to revitalize Downtown. The following strategies are recommended to promote cultural events and public art in the Specific Plan area, as well as enhancing Downtown's role in attracting visitors from the Southern California region and the world to Riverside as a destination for culture, arts and entertainment. This section presents implementation opportunities and strategies for increased and integrated cultural events and public art in Downtown. These strategies are intended to be implemented concurrently, and in coordination with, the strategies recommended in Chapter 21 of this Plan.

### Key Overall Implementation Strategies

- Coordination - Obtain staff resources for arts programming, coordination and funding.
- Marketing - Increase coordinated, targeted marketing and promotion for all Downtown cultural and arts facilities and programs.
- Enhancing the Arts & Culture Product - Create enhanced pedestrian linkages between existing and proposed facilities and new retail development. Create additional substantive, quality signature events and programs.
- Funding - Establish reliable sources of funding to allow the realization of these strategies.

### Specific Recommendations for Implementation

#### A. Create development and parking linkages to support art and cultural facilities:

- Prioritize action sites for development that maximize creation of a “complete” Arts, Culture & Entertainment District experience.
- Set guidelines for tenant mix (national, regional and local) to attract the kind of retail that complements the arts.
- Recruit restaurants to complete the arts experience in Downtown.
- Consider subsidizing leases for arts-related gallery/exhibition, performance, mixed use, and retail spaces, as well as independent retailers to avoid displacement.
- Initiate public/private process to build new parking structures and improve and manage existing parking structures.
- Coordinate the above action steps with the development of the four key sites recommended in Chapter 21.

B. Develop a phased Streetscape Program connecting the Arts, Culture & Entertainment District to UCR and RCC, which might include, but not be limited to:

- streetscape plans in coordination with the street improvements recommended in Chapter 20;
- underpass mural projects to help link Downtown to the Marketplace and UCR;
- a Banner Program for the Arts, Culture & Entertainment District and UCR/RCC linkages;
- marketing Kiosks at key locations along Mission Inn Avenue, University Avenue, Main Street and Market Street.



C. Consider initiating an “Arts Buses” program connecting the Arts, Culture & Entertainment District with UCR & RC:

- As the intensity of arts uses reaches a critical mass, develop an arts bus system connecting art facilities and parking structures, as well as connecting the Arts, Culture & Entertainment District to UCR and RCC.
- Consider using the transportation vehicles themselves as forms of public art (i.e., design them with murals, art work, pictures of Downtown, etc.) similar to the A.R.T.S (Area Rapid Transit System) Bus in Pasadena or the D.A.R.T. (Downtown Art) Bus in Long Beach.
- Consider the creation of a tour program that brings visitors to all arts facilities.





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D. Start a “Percent for the Arts” program for new development in Downtown:

- Develop a City Ordinance that requires a “Percent for Art” based upon construction project costs within the Specific Plan area. This fund could be used for a variety of arts related projects and programs.
- This ordinance should set forth criteria for the art and provide for the fund’s collection and administration. The criteria for art can be flexible in its interpretation if the City desires, such as allowing renovation of historic buildings to meet the provision of art for a project.
- This ordinance should include both private sector commercial and mixed-use projects, as well as Capital Improvement Projects. In most cities that have implemented such an ordinance, the allocation generally ranges from 1-2% of project valuation, often with a minimum threshold of project valuation. (Refer to “Art in Public Places Criteria,” on file in the Planning Department, for a sampling of California cities that require “Percent for Art” and the criteria they use.)
- In addition, consider utilizing hotel, parking, or tourism tax revenues to support cultural arts.

E. Maintain ongoing analysis to demonstrate the economic value of the arts to Downtown Riverside:

- Assign the task of arts related economic impact analysis to an entity within or responsible to the City Manager’s Office.
- Develop baseline data on existing hotel, retail, convention, and restaurant economic activities by day, week, month, quarter and year.
- Gather new data on same activities associated with new programming for the Arts, Culture & Entertainment District.
- Compare baseline data with new data to assess economic benefits.
- Make database available to potential developers.

F. Establish resources (in particular, a full time staff position) dedicated to the development of the proposed Arts, Culture & Entertainment District. Call together the Mayor’s taskforce on the arts, which created the Vision guiding this Chapter, to further consider where the resources should be created and housed. New resource should, among other things:

- Work with the City Planning Department for the identification and cultivation of arts spaces.
- Coordinate departmental grant proposals with components including or promoting the arts.
- Perform research for the benefits of the arts, focusing on economic impact, facilities data, and programming within the Arts, Culture & Entertainment District.

G. Facilitate the development of arts incubator, or subsidized live-work and work-exhibit space for local artists and writers:

- Conduct an inventory of potential existing structures and vacant sites for suitable space.
- Apply for available grants for funding.

H. Program additional signature events and activities that will attract local, regional, national and international audiences:

- Consider the creation of a major, weeklong art festival, fair, or signature event, such as a Shakespeare Festival or an expanded Dickens Festival.
- Provide cultural programming to activate retail and dining related activities, such as a regular monthly “mini-festivals” of cultural attractions, special events, extended retail and cultural facility hours, and restaurant discounts.
- Identify support spaces for cultural arts and culture events including storage, administrative, and public access.



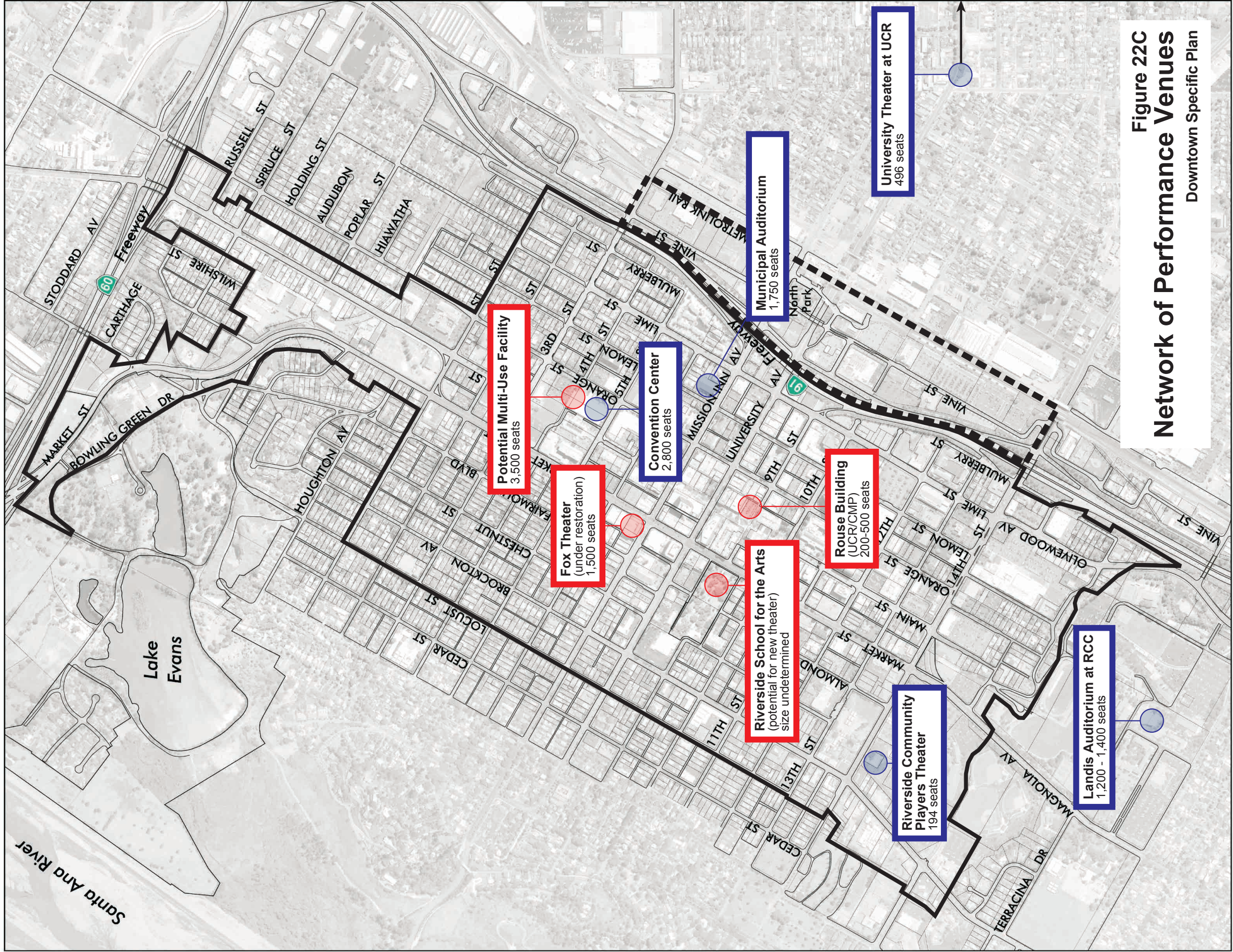
I. Coordinate the network of Downtown performance venues to bring more diversified programs and performances to Riverside:

- Explore integrating bookings and promotions between performance venues in Downtown. (There are several existing and planned performance venues in Downtown that have varying capacities and features. These are identified in Figure 22C).
- Consider the preparation of a feasibility study to determine if there is a need for a new performing arts center that could accommodate large-scale events beyond the capacity of existing facilities.

J. Develop an “Art in Public Places” program to enhance the Downtown Arts, Culture & Entertainment District:

- Provide art elements near Downtown’s cultural and arts amenities to further enhance the cultural environment. These projects may include murals, sculptures, installations, banner programs, and special art education projects as well as enhancements of streetscape amenities, parking facilities, pedestrian walkways and alleyways, lighting standards, bike racks, benches, fences, and transportation stops, vehicles, and depots.









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- Art in public places projects could occur in locations including, but not limited to:
    - Mission Inn Avenue and University Avenue underpasses (working with Caltrans during the expansion of the 91 Freeway).
    - New and existing parking structures.
    - Pedestrian walkways and alleyways along Mission Inn Avenue, University Avenue, Main Street and Market Street.
    - Raincross District pedestrian crossings.
    - Open space enhancements in the Justice Center District with the development of new offices.
    - Cultural corridor banner program along Mission Inn Avenue, Main Street and Market Street.
    - Interpretation of the historic pergola and covered walkway along Mission Inn Avenue.
    - Common paving treatment throughout the Specific Plan area, or certain Districts in the Specific Plan area, influenced by historic materials.
    - Historic markers throughout the Specific Plan area.

K. Implement the Arts, Culture & Entertainment Chapter of the Downtown Specific Plan. The Riverside Arts Council has been designated by the City Council as the lead agency in establishing an arts and culture district. A taskforce should identify further strategies to facilitate implementation of the Chapter's recommendations. A community planning process for the arts (i.e., a cultural arts plan) is also recommended.

